

Q.1.A) Fill in the blanks (Any Ten)**(10)**

- 1) _____ Concepts of business is concerned with customer satisfaction.
a) modern b) traditional c) product
- 2) _____ refers to reduction of government control over business sector.
a) privatisation b) globalisation c) liberalisation
- 3) _____ is the most important economic objective of business unit.
a) service b) profit c) charging the right price.
- 4) Objective of business should be _____
a) flexible b) Rigid c) confusing
- 5) Project report is used as _____ by an entrepreneur
a) Bank document b) communication tool c) project planning tool
- 6) Customer is one factor affecting _____ environment.
a) micro b) macro c) economic
- 7) Turnaround is a _____ strategy.
a) medium term b) long term c) short term
- 8) Feasibility studies _____ business potentially.
a) Estimates b) Forecasts c) calculation
- 9) Companies intimate DIN to _____
a) ROC b) CCI c) Government
- 10) Proximity to market of plant is required in case of _____ products.
a) durable b) luxury c) perishable
- 11) _____ is one of the qualities of entrepreneurs.
a) Laziness b) Creativity c) impatience
- 12) An entrepreneurs _____ business idea.
a) conceives b) reject c) debates

Q.1.B) State whether true or false (Any Ten)**(10)**

- 1) Business broadly involves industry and commerce.
- 2) Genetic industries are engaged in the production and multiplication Of certain species of plants and animals.
- 3) External trade involves trade external to the firm.
- 4) At present there are 10 members of European Union.
- 5) ASEAN consists of nations belonging to south asia.
- 6) Analysis of internal environment indicates strengths and weaknesses of the firm.
- 7) Business firms need to consider the attitude of the state governments before locating a plants in a particular state.
- 8) A project report is a written document contain complete information on the completed report.
- 9) The feasibility study has no practical significance.
- 10) Entrepreneurs create economic and social wealth.
- 11) Intrapreneur is an entrepreneur within an existing organisation.
- 12) Entrepreneurs place more emphasis on formalities rather than results.

Q.2) Answer the following (Any Two)

(15)

- 1) What is business ? Explain any four feature of business.
- 2) Explain the steps in setting business objectives.
- 3) Explain in brief External growth strategies.

Q.3) Answer the following (Any Two)

(15)

- 1) Define business environment and explain any four features of business environment.
- 2) Explain the components of external environment.
- 3) Explain the various functions of WTO.

Q.4) Answer the following (Any Two)

(15)

- 1) What is project report ? What are the uses of project report.
- 2) What are the stages of business unit promotion.
- 3) What is feasibility Study ? its importance.

Q.5) Answer the following (Any Two)

(15)

- 1) Explain the features of entrepreneurship.
- 2) State the competencies(qualities)necessary for successful entrepreneurship.
- 3) What are the problems faced by indian women entrepreneurs.

Q.6) Write short notes (Any Four)

(20)

- 1) Social Objective
- 2) Trading Block
- 3) Liberalisation
- 4) Turnaround Strategy
- 5) Any Two types of Entrepreneurs
- 6) Any Three functions of Business.